

## **Creating a Social Media Strategy for Klaus K Hotel**

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<p>This thesis is a product-oriented work that introduces social media to a Helsinki based hotel. The commissioning company is a well-known Finnish hotel in Helsinki city centre. The hotel belongs to Kämp Group and is part of Starwoods Preferred Guests (SPG) and Design Hotels.</p> <p>The thesis consists of three main parts: the theoretical framework, the research and the end product being the social media strategy. The first part explains what social media and social media strategy are, digital marketing, SOSTAC® model, types of social media, organic and paid social media, social media for hotels in Finland, benchmarking competition's social media and employee introduction into social media.</p> <p>As for the research part, a brief summary to each answer of the employee's and guest's questionnaires is done. The research part was done using open ended questions in two different questionnaires. One questionnaire was addressed to ten Klaus K Hotel staff members and the other was addressed at five Klaus K Hotel guests. The answers led to a deeper understanding of employees' overall knowledge of Klaus K Hotel, the guests and social media. On the other hand, the questionnaire aimed to guests queried about guests' perception of the hotel and their social media habits and interests.</p> <p>The third part is the product. In the third part, a social media strategy for Klaus K Hotel is introduced. The social media strategy was done based on the theoretical framework and the research conducted. With the use of the afore mentioned, the author delivers a detailed social media strategy for six months.</p> <p>The project took approximately three months. The author was introduced got acquainted to Klaus K Hotel through a one-night stay for deeper understanding of the commissioner.</p>	
<b>Key words</b> Social media, social media networks, content marketing, paid and organic social media, social media strategy	

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# 1 Introduction

In today's world, technology makes so significant advances that it's hard to keep up with what's new. Things we know today might be irrelevant tomorrow as new technology, more advanced technology emerges. Companies are on a never-ending competition to develop the top, most innovative product possible. This tight competition in all business sectors (primary, secondary and tertiary sector) is, perhaps, what makes economies grow exponentially.

Businesses worldwide have slowly been giving the importance social media deserves. Nowadays, "social media has become the go-to channel for customer care" (Barnhart Brent, 2017) and is becoming one of the backbones for businesses relying on it.

It is important to understand social media is of great benefit but also represents significant threats. With much more information and interaction available to customers in social media, business could increase their sales or be on the edge of extinction.

Nevertheless, predictions have been made that "companies that do not get on the social media bandwagon soon--within three to five years--will not survive" (Daley Jason, 2010). Such prediction, even though not entirely true, but has shown that social media impact could generate significant profits to those who manage it correctly. It is important to get on top of the social media world and begin competing through a clear yet flexible strategy. A strategy that should be based on benchmarking but also customer and employee insights on social media. The flexibility of such is of great importance as the ever-changing social media channels evolve to increase visibility, and of course, to boost their profits.

The intention of this thesis is to get a deeper understanding of social media which will then lead to the development of a six-month social media plan for the commissioning company, Klaus K Hotel, Helsinki. Benchmarking will be of great importance for this project, therefore, business analysis tools will be used. Understanding employees view on social media will also be significant to this project as they are the pillar of the commissioning company. At the end, an easy to follow social media plan will be presented based on the findings of the research with the hope of it being implemented by Klaus K Hotel.

## **1.1 Thesis subject and research question**

It is of crucial importance to understand social media and to acknowledge its importance for an organization as visible as Klaus K Hotel.

## **1.2 Commissioning company: Klaus K Hotel**

Klaus K Hotel is located in Helsinki, Finland, in one of the capital's most trendy street; Bulevardi. Klaus K Hotel is in an Art Nouveau building with Scandinavian lifestyle. Klaus K Hotel is part of the Design Hotels and SPG (Starwoods Preferred Guests) and its owned by Kamp Group.

The hotel is inspired in Finland's national mythology; Kalevala. The hotel is well-known for being the first design hotel in Helsinki. Tero Thynell, Klaus K Hotel manager, describes the hotel as a "design hotel with luxury details but with a relaxed atmosphere".

Klaus K Hotel hosts weddings, design and fashion events, art exhibits, brand launches and other type of gatherings. The hotel has one-hundred and seventy-one rooms from Standard accommodation to SkyLoft suites. Moreover, Toscanini is the hotel's very own restaurant. The hotel, in general, has a strong a well-respected brand.

## **1.3 Research problems and objectives of the thesis**

The main objective of this thesis is "Creating A Social Media Strategy for Klaus K Hotel" and to understand its commercial importance. In order to create value for potential and existing guests and to differentiate from new and existing competition, Klaus K Hotel could use the social media strategy developed in this thesis. To improve communication with guests and other relevant stakeholders through the use of social media.

In short, the objectives of this thesis are:

- To analyze and understand what competitors are doing in social media.
- To understand what Klaus K Hotel employees think of social media and how it could be used.
- To suggest which social media networks to use.
- To develop a six months social media strategy for Klaus K Hotel to improve and possess a valuable, informative, interactive and attractive social media networks.

The commissioning company's objectives are:

- To possess a social media strategy
- To increase understanding of social media, digital marketing and its importance
- To create interest in the employees to get involved with the firm's social media communications

#### **1.4 Research method**

The research on this thesis is meant to understand what employees and guests think, overall, of social media. By gathering comprehensive answers through a qualitative research method, a deeper and more meaningful understanding of employees' knowledge and potential interest in managing Klaus K Hotel's social media can be gathered.

The thesis is based on a ready-made online qualitative questionnaire sent to each Klaus K Hotel employee in the front office, sales, Food & Beverages and managerial department. An analysis of the answers gathered is made in order to understand employees' knowledge and interest in social media.

A qualitative method can give a deeper and more accurate understanding of significant stakeholders of the hotel. The qualitative approach is also the best way to get more specific answers which at the end, help shape up the social media strategy. As the objective of the thesis is to provide Klaus K Hotel management a social media strategy, the qualitative method will also provide with a clear image where does the hotel stand when it comes to the employees and what guests really think.

#### **1.5 Content of the thesis**

The thesis begins with a presentation of "Creating A Social Media Strategy For Klaus K Hotel", the background and the objectives the project is after. Moreover, it explains what research methods will be used and who will be the target group.

Thereafter, the thesis introduces social media and its concept as well as other relevant information. Examples of social media networks are introduced and how businesses are using it to increase their market share.

An investigation on competitors is made and basic findings are introduced with examples and pictures of what others are doing regarding social media. At the same time, the information gathered through the qualitative questionnaire given to Klaus K Hotel employees is analyzed and explained.

Based on the above mentioned, a social media strategy is presented. The social media strategy, thereafter, is explained in detail. The final product is discussed for Klaus K Hotel's social media for six months.

## **1.6 Key definitions**

Defining certain keywords is of crucial importance to the thesis. The first and most important keywords to understand are social media and social media strategy. The outcome of the thesis is to create a social media strategy for Klaus K and therefore, it is imperative that such is defined. Thereafter, defining digital marketing is crucial as this will help shape the questionnaire and the social media strategy. Thirdly, understanding the SOSTAC® digital marketing plan for the planning of the questionnaire and the social media strategy as a whole.

### **1.6.1 Social media**

“Social Media” could be often understood in different ways. Some say “that it can basically be used to describe almost any website on the internet today” (Nations Daniel, 2017), but what is social media in reality?

Social media is any platform online which allows users to interact through the use of media with each other. According to Daniel Nations (2017), “social media needs to be broken down into simpler terms” (Nations Daniel, 2017):

The “social” part, he says, “refers to interacting with other people by sharing information with them and receiving information from them” (Nations Daniel, 2017). Whereas the “media” part “refers to an instrument of communication, like the internet” (Nations Daniel, 2017). Margaret Rouse (2013) defines social media in a rather simpler way by saying that “social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration” (Rouse Margaret, 2013).



### **1.6.2 Social media strategy**

Defining social media strategy has “ignited hours of debate amongst academics and management alike” (Fox Gary, 2017). Social media strategy, however, should be the path of how the goals will be achieved. By creating a social media strategy, a company has a clear set of actions that need to be done consistently to achieve the goals and objectives defined in the social media plan. Such goals and objectives should be aligned with the company as a whole.

### **1.6.3 Digital marketing**

Digital marketing has taken over the conventional marketing channels such as T.V, radio, newspapers and others. Defining digital marketing is straightforward and could be defined as “any form of marketing that exists online” (Alexander Lucy, 2017).

“Digital marketing is an umbrella term for all online marketing efforts” (Alexander Lucy, 2017) says Lucy Alexander from Hubspot. She argues that digital marketing has several assets and having a “clear picture of how each asset or tactic” (Alexander Lucy, 2017) supports the overall business goal is important.

Amongst the assets a company may have are:

- Websites
- Blogs
- Ebooks
- Infographics
- Social media channels
- Branding assets
- Online brochures

The tactics in digital marketing could be through the use of:

- SEO (Search Engine Optimization)
- Content marketing
- Inbound marketing
- Social media marketing
- Marketing automation
- Email marketing

#### 1.6.4 PR Smith's SOSTAC digital marketing model

PR Smiths designed the SOSTAC digital marketing model in the 1990's. This model can be applied in several commercial circumstances yet, it is best implemented when planning digital marketing.

The SOSTAC can be broken down as follows:

- Situation: Where is the business now?
- Objectives: Where does the business want to go?
- Strategy: How does the business get there?
- Tactics: Detailed strategy including marketing mix and communication mix
- Action: Who does what in the strategy
- Control: Measuring the efforts done at different times.



Image 1. PR Smith SOSTAC model (Smith, SOSTAC Planning)

## 2 Theoretical framework

In the previous chapter, the key definitions have been clarified. In this chapter, a closer look is taken into different theories to come up with the social media strategy for Klaus K Hotel. The most important types of social medias and how they work will be introduced as well as the social media networks and how they work. Moreover, the concept of organic and paid social media will be introduced and explained as well as the most popular social media networks worldwide and in Finland. An introduction with the use of examples will be on how companies use their employees for social media will also be in this chapter.

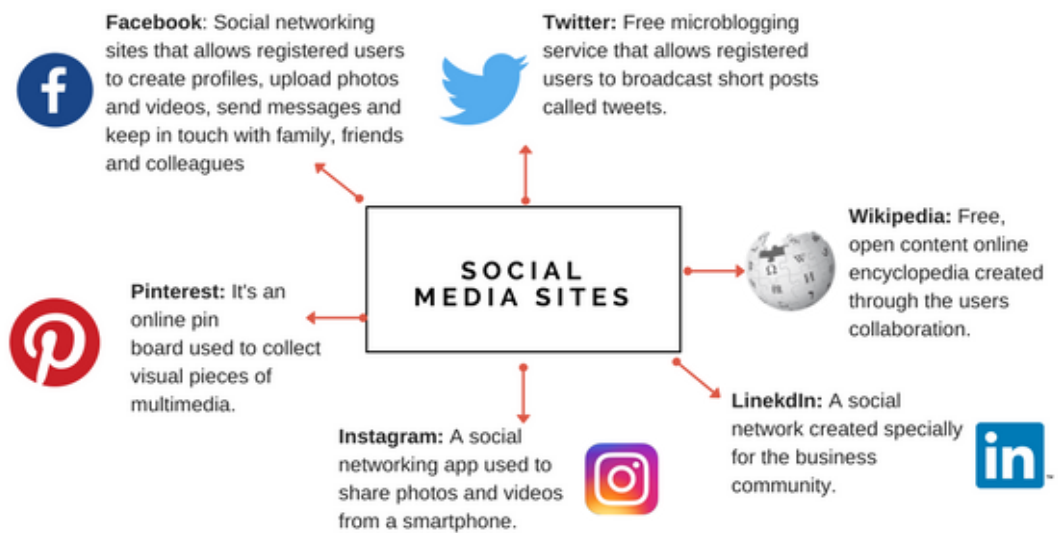
## 2.1 Types of social media

There exist different types of social media. “Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media” (Rouse Margaret, 2013). This are defined in Table 1 below.

Table 1. Social media types (Rodolfo Rubio)

SOCIAL MEDIA TYPES	
<b>FORUMS</b>	Is an area where users share thoughts, ideas, or help by posting text messages
<b>MICROBLOGGING</b>	The activity or practice of making short, frequent posts to a microblog.
<b>SOCIAL NETWORK</b>	A website or application used to interact between users
<b>SOCIAL BOOKMARKING</b>	People storing, searching, managing website bookmarks
<b>SOCIAL CURATION</b>	Filtering the best content and sharing the best news, articles, videos and infographics.
<b>WIKIS</b>	A website that allows collaborative editing of its content and structure by its users

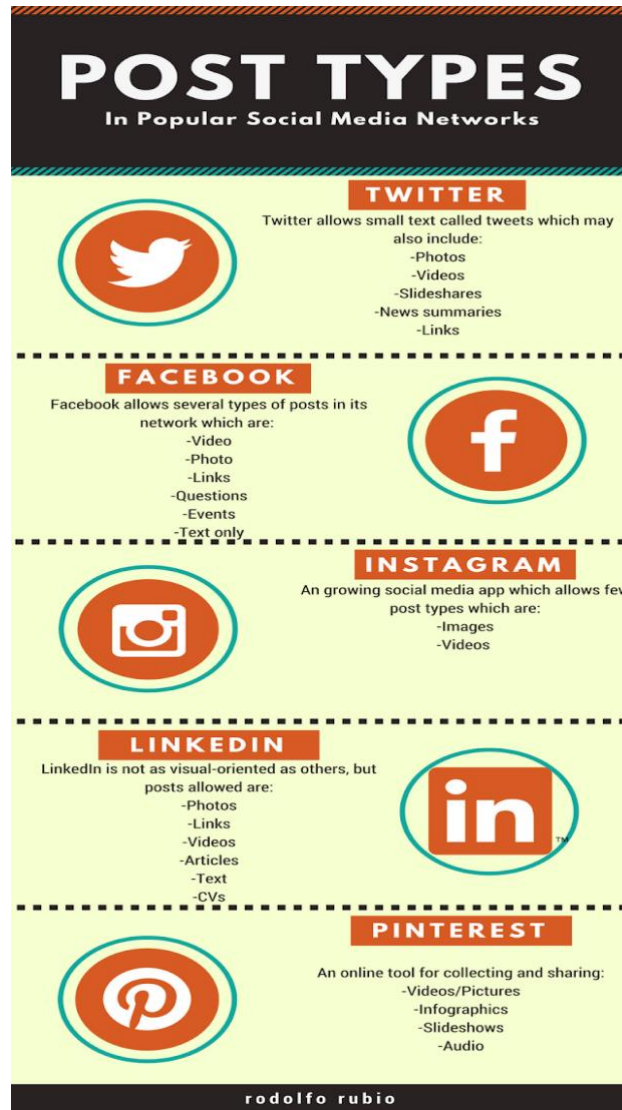
The most prominent examples of social media are listed on Infographic 1. It is important to understand this are not the only ones, just the most popular at the present moment.



Infographic 1. Social Media Sites (Margaret Rouse (Whatis.com) and Elise Moreau)

Social media networks have turned into marketing machines. Social media networks constantly look for a way to help marketers increase their expenditure in their platforms. “Facebook news feed change is likely to cut into the money publishers can make producing and distributing custom branded and sponsored editorial videos on the platform” (Patel Sahil, 2018) which means Facebook has made marketing more expensive.

Nevertheless, the majority of platforms, even if they offer free use of such, are money making machines. It is important to understand the posting types such networks have and how do this become potential marketing tools. On Infographic 2 the most common posting types of the most used social media networks are listed.



Infographic 2. Post types in most popular social media networks (Rodolfo Rubio)

In Infographic 2, the most popular social media network post types are listed. It is of significant importance to understand how posts are done in each platform and how they represent a marketing opportunity for business.

## 2.2 Explaining social media networks posts

Infographic 2 shows the post types in the most popular networks. Social media networks have turned the post types into marketing tools for business. It is important to understand how to use the social media features for marketing purposes.

Video marketing is amongst the most popular and frequently used tools in Facebook and Instagram. Facebook claims that videos can help businesses “stand out and grab people’s attention with motion, show what business does or offers and connect and bring business to life” (Facebook, 2018).

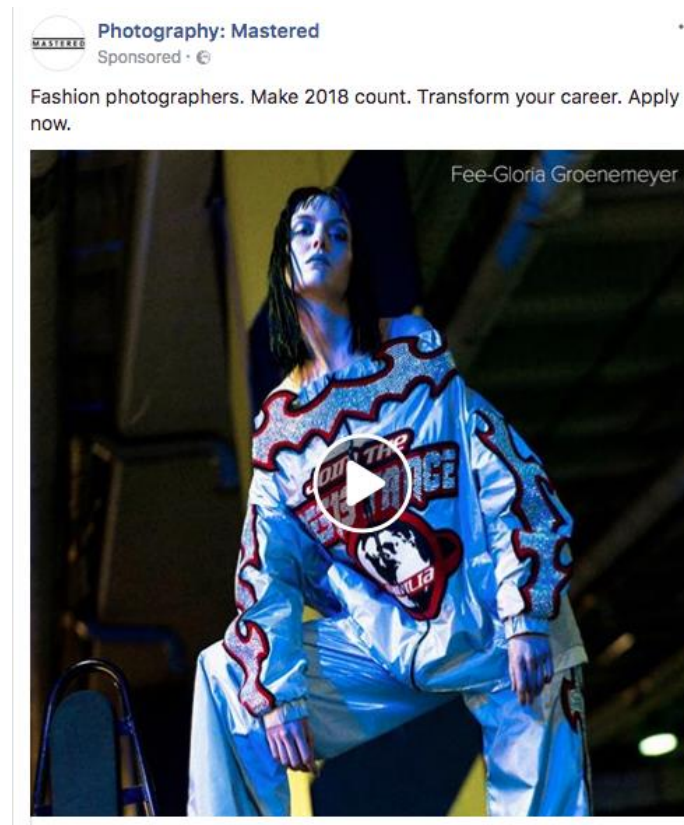


Figure 1. Video Advertising example on Facebook (Screenshot from Facebook)

Figure 1 shows a clear example of how “Photography: Mastered” is promoting its services through the use of Facebook Video Ads. This Sponsored ad is highly effective as it has a short and concise description followed by a video to attract potential customers.

On the other hand, Facebook also allows photos with direct links to business websites. Facebook “Call-to-action” button is generally used by businesses to get clicks into products, services or information often in the firms’ website or Facebook page.

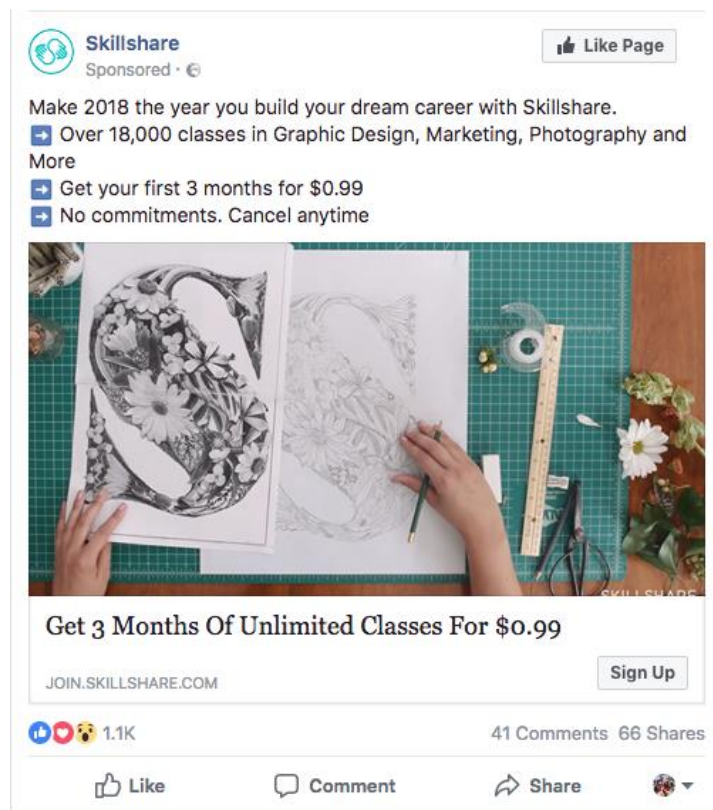


Figure 2. “Call-to-action” example on Facebook (Facebook.com)

In Figure 2 we can see how Skillshare is using a picture with a “Call-to-action” button on the bottom right corner. This “Sign Up” leads directly to the Skillshare website sign-up. Moreover, with a short description and with the price shown, people are attracted and influenced to click on the advert.

Events can also be promoted in Facebook. Businesses who seek crowds to join their events usually promote the events on Facebook. Moreover, business who will be hosting special events like Christmas lunch or Independence Day use this to attract people. In *Figure3* we can see an example of an event that was sponsored for Salutorget’s Christmas lunch.





Figure 3. Salutorget's Christmas lunch event on Facebook (Screenshot from Facebook)

Events include important information such as dates of the event, the location and a description. Events which intention is to sell tickets, entries or make reservations have an option to provide a link that will lead potential customers to such actions.

Instagram is having "the same format as Facebook newsfeed" (Patel Sahil, 2018) and therefore, users will start seeing "Instagram more cluttered with even more videos" (Patel Sahil, 2018). Nevertheless, Instagram still shows organic content more than paid.

In Instagram it is possible to post pictures with the intention of promoting a product, a service or a business itself (for brand awareness purposes mainly). Pictures appear on one's newsfeed such as those on Facebook.



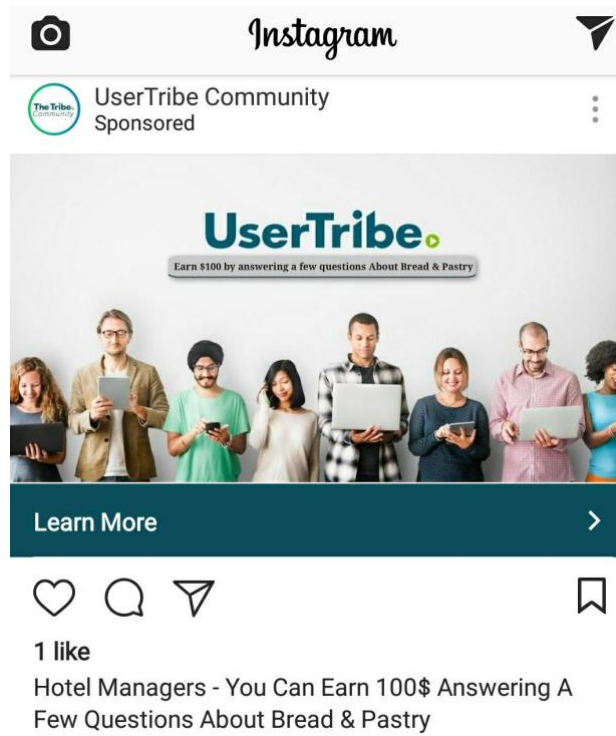


Figure 4. Shows UserTribe Community using paid advert in Instagram (Screenshot from Instagram)

*Figure 4* shows a print screen of a paid advertising in Instagram. Often, pictures and videos are used to attract potential customers. As Instagram is mostly a visual app, the paid advertising here has to be significant and attractive. Instagram claims “audience targeting helps show ads to people who matter most” (Instagram, 2018).

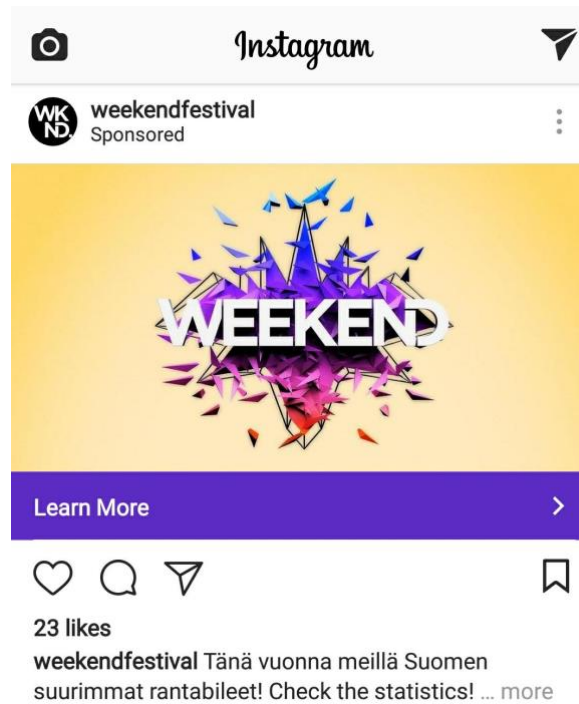


Figure 5. WeekendFestival learn more button on Instagram (Instagram app)

Moreover, Instagram offers the option of have a “call-to-action” button like Facebook. This leads potential customers to the firms’ website. Additionally, the “call-to-action” button allows businesses to see and measure the effectivity of paid ads on Instagram. Other ways to advertise on Instagram is through the stories. Stories appear in the upper level of the app and automatically play when clicked. Stories are a good way to share a message in a brief manner. Facebook, on the other hand, has recently introduced advertising through Messenger as shown on *Figure 6*.

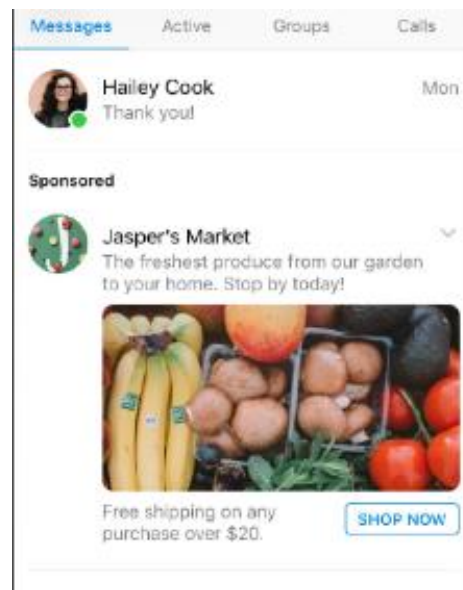


Figure 6. Facebook's new Messenger ads (Screenshot Facebook Messenger)

Facebook and Instagram both allow business to reach people who matter the most to the firm based on demographics, location, interests, behaviors, custom audiences, lookalike audiences and automated audiences. Such options can narrow down from a broad audience to a very specific leading to spend money on those who are likely to show interest for the business advertised. "Instagram engagement is 58% higher per follower than Facebook" (Quin Sarah, 2014)

Twitter works on a slightly different manner; however, it shares some similarities with Facebook and Instagram. Businesses may advertise their business account and seek for followers through "Followers campaigns". "Follower campaign ads are designed to increase visibility and grow your followers. They appear as Promoted Tweets in the person's timeline, and as Promoted Accounts in the Who to Follow boxes on the Home, Profile, and Search results pages" (Felmingham Tim, 2016).

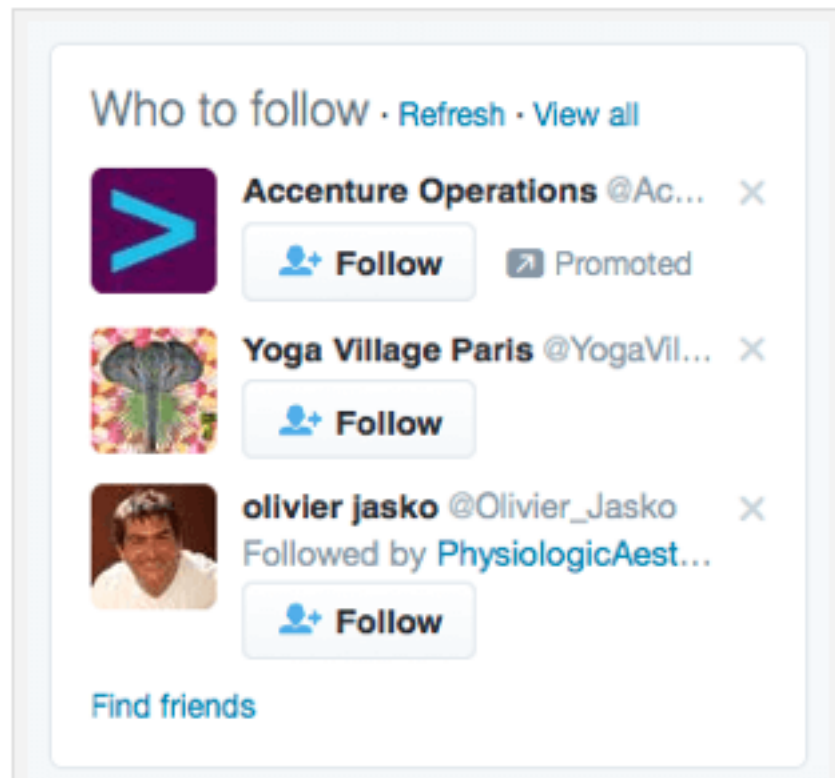


Figure 7. “Followers campaign” by Accenture Operations by Tim Felmingham (source Twitter.com)

*Figure 7* shows how Accenture Operations is on a side tab in a profile. The advertising on Twitter puts the business profile on top of those who are actually recommended by the app. It is important to outline the fact that, as Facebook and Instagram, Twitter uses the tag “Promoted” to let users know the firm has paid for their profile to be recommended.

Alike Instagram and Facebook with their “Call-to-action” button, Twitter shares the same feature. “Website clicks, or Conversion campaign is used to drive traffic to a website” (Felmingham Tim, 2016) which will often lead to “conversions such as specific page views, email sign ups or product orders”.



Figure 8. Website Clicks campaign of Intuit Quickbooks UK (Felmingham, Untuit Quickbooks UK)

Twitter also offers an option very much alike the one shown in *Figure9 call Leads campaign*. “This campaign setup is similar to the Website Clicks campaign” says Tim Felmingham but instead of directing people to a specific page “the email addresses from people who opt in are collected within Twitter” (Felmingham Tim, 2016).

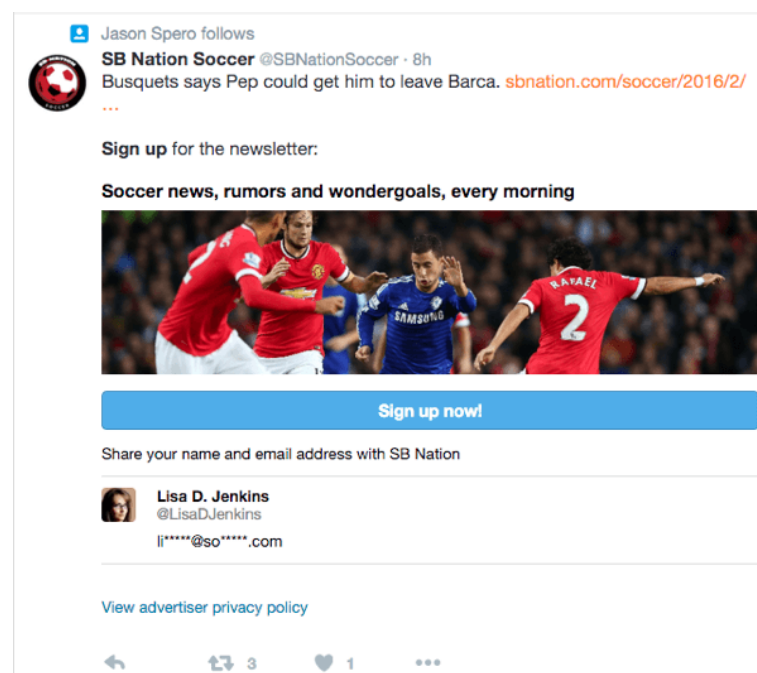


Figure 9. Leads campaign by SB Nation Soccer. Tim Felmingham’s screenshot.

LinkedIn is, as mentioned before, a platform aiming at professionals and businesses. LinkedIn naturally offers options to advertise to users which according to LinkedIn “reach a highly engaged audience in a professional newsfeed across desktop and mobile” (LinkedIn, 2018). Moreover, LinkedIn assures that through the use of its paid advertising businesses can “drive leads, increase brand awareness and nurture key relationships” (LinkedIn, 2018).

An option LinkedIn offers for advertising is through “Sponsored Content”. “Sponsored Content is a company update that is shown to LinkedIn members in their LinkedIn feed” (LinkedIn, 2018) which is shown primarily to those following the sponsoring company, yet, can also be shown to those who don’t follow.



Figure 10. Sponsored ad in LinkedIn (Fonecta Oy)

Unlike other social media networks mentioned before, LinkedIn offers as an advertising option the so called InMail advertising. The “Sponsored InMail messages are only delivered when members are active on LinkedIn” (LinkedIn, 2018) therefore, increasing the guarantee of messages to be noticed. Moreover, LinkedIn’s Sponsored InMail “has strict delivery frequency caps” to assure the sponsoring company messages will be seen. As shown on Figure 10, LinkedIn’s very own InMail messages used to promote and catch users attention.

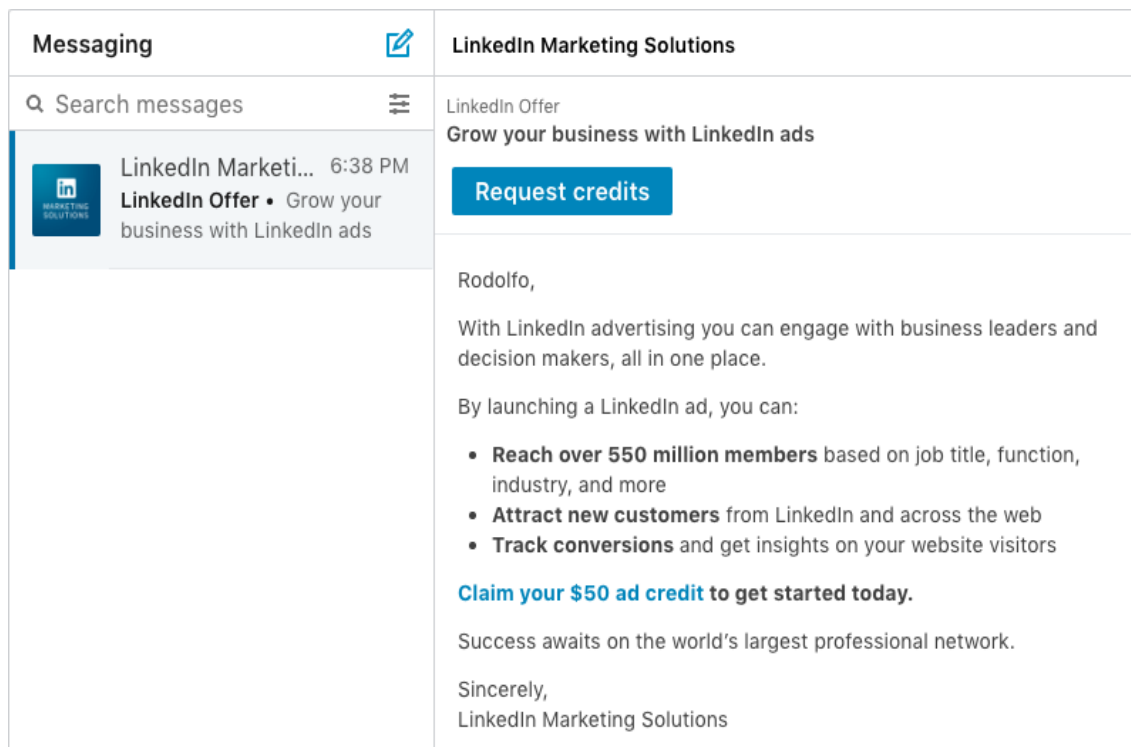


Figure 11. LinkedIn's InMail Sponsored message (LinkedIn.com)

LinkedIn's Text Ads are another way to use paid ads in the platform. "LinkedIn Text Ads allow us to target exactly the people we need to reach, in an environment where they are focused on business and their careers" (Belogolovsky Igor, 2018) says the Co-Founder of Clever Zebo. Text ads on LinkedIn "work in a similar way to Google Search Network ads" (Ahluwalia Lauren, 2016). Figure 11 shows an example of LinkedIn Text ads and how they appear in the targeted audience newsfeed.



Figure 12. LinkedIn's Text ads screenshot from Lauren Ahluwalia.

Pinterest is one of the most popular social media networks out there. “Promoted pins are just like normal pins, only you have to pay to have them seen by more people” (Pinterest, 2018). The pins which are paid work “just as well, if not better, than other pins” (Pinterest, 2018) as more people get to see them and save them. Pinterest claims that “more than 75% of pins come from businesses” (Pinterest, 2018) and that these “don’t interrupt or distract Pinners” (Pinterest, 2018).



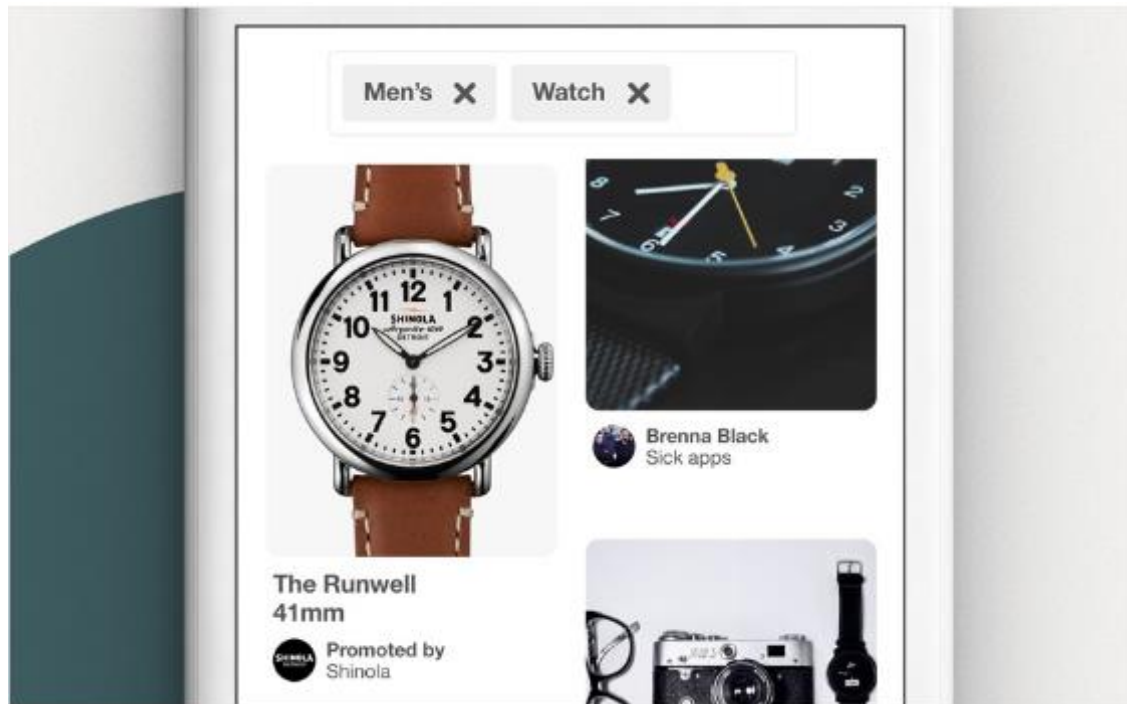


Figure 13. Pinterest’s promoted pins by Pinterest.

Figure 13 shows how Pinterest’s promoted pins work. The users search for a certain product through the use of keywords and then pins (sponsored and not sponsored) appear. This leads users to become aware of such products and therefore, increases the chance for purchase.

### 2.3 Organic and paid social media

Knowing the difference of organic and paid social media is essential. Social media used to be all about engagement, whereas the “new era is all about acquisition and conversion” (Gurd James, 2016). Social commerce has risen 26% according to James Gurd claiming that “the top 500 retailers earned \$3.3 billion from social commerce in 2014” (Gurd James, 2016). A report from We Are Social claims that there are approximately 2,078 billion active social media accounts. Due to this “social media has become such an important tool for business to implement deep in their marketing strategy” (Blane Nick, 2016).

### 2.3.1 Paid social media

Paid social media can be defined as “paying to display adverts (whatever the format- text, video, image, carousel) or sponsored messages to social network users” (Gurd James, 2016). Paid social advertising allows businesses to target the right audience with the right products or services.

Using the demographics, location and interests each social media network offers for example, businesses can reach a significant audience. Success of paid ads, however, “also depends on implementing the right strategy” (Blane Nick, 2016). Paid ads should have “compelling, quality ads that will generate clicks in order to see any return on the budget spent” (Blane Nick, 2016).

Social media networks offer a variety of ways to charge for advertising. It is important to clarify some networks like Facebook, “ad pricing varies on quite a few factors, including the time of the year, the country targeted and the quality of the ad” (Newberry Christina, 2016).

Bidding is important in social media and business can choose what to be charged about. Depending on the objective each business has (which should be defined before each social media marketing campaign) the firms can choose if they’re charged for amount of ad views or for the clicks.

Most popular bidding options in social media networks:

- **Cost Per Click (CPC):** Firm only pays for each click made to the ad. A business is charged regardless if the user has converted into a customer, all that matters is the click on the add to be charged. On the other hand, advertiser does not pay for users who have seen the ad.
- **Impressions (CPM):** This option allows sponsors to pay for every 1,000 impressions (CPM = Cost Per Mille). This option is far more affordable than CPC and is strongly recommended for brand awareness and general exposure of products and services.
- **Cost Per Action/Conversion (CPA):** Even if paying for impressions, this option could lead to an actual conversion. It is an optimization for a specific action to be taken.
- **Cost per like (Facebook):** This option is used for campaigns aiming at increasing page likes. The sponsor will be charged each time the click converts into a like.

Other important factors should be considered which will have an impact on the ad spending and effectivity. Amongst them are:

- **Bid:** The maximum amount to be paid for an ad shown to a user. Often, bids can be automatic or manual.
- **Lifetime budget:** The total amount set to be spent on a specific ad.
- **Likes and interest:** Mostly for Facebook but also applicable to other social media networks. Ads are shown based on what users have liked and their interests.
- **Location targeting:** An ad shown to a specific geographic location(s).
- **Optimization:** Changing and optimizing an ad either through different methods which may include increasing or decreasing an ad's bid.

**Demographic targeting:** A targeting based on users age, gender and even parental status.

### 2.3.2 Organic social media

Organic social media is that which is not paid to be shown. Is what appears to followers, likers and anyone who is genuinely acquainted with a business's page. It is primarily a way of keeping presence to the existing users and creating content for potential users.

Organic social media is “predominantly content driven and is primarily used to maintain a presence of the brand, feed information to customers and build and maintain a strong bond with customers” (Blane Nick, 2016). James Gurd from SmartInsights says that organic social media is “using free tools provided by each social network to build a social community and interact with it, sharing posts and responding to customer comments” (Gurd James, 2016).

It could be said that “content marketing is a feature of organic social media marketing” (Blane Nick, 2016) and it can help gain significant visibility. Examples of highly successful organic marketing is of those pictures, videos, blog posts or others forms of media that become viral. This sort of viral media does not require paid advertising as users themselves share it amongst them leading to a high visibility.

However, organic social media requires a long and very carefully planned strategy. “To execute a successful ‘organic’ social media campaign can take a lot of strategy in the early stages” (Blane Nick, 2016) and this, naturally, requires marketing experts and creative individuals.

Facebook as well as Instagram have introduced insights for every post. Such give an in-depth view of each post success in social media. It also analyzes the best times to post, the gender that is more engaging and the cities within a country that are interacting more to the post.

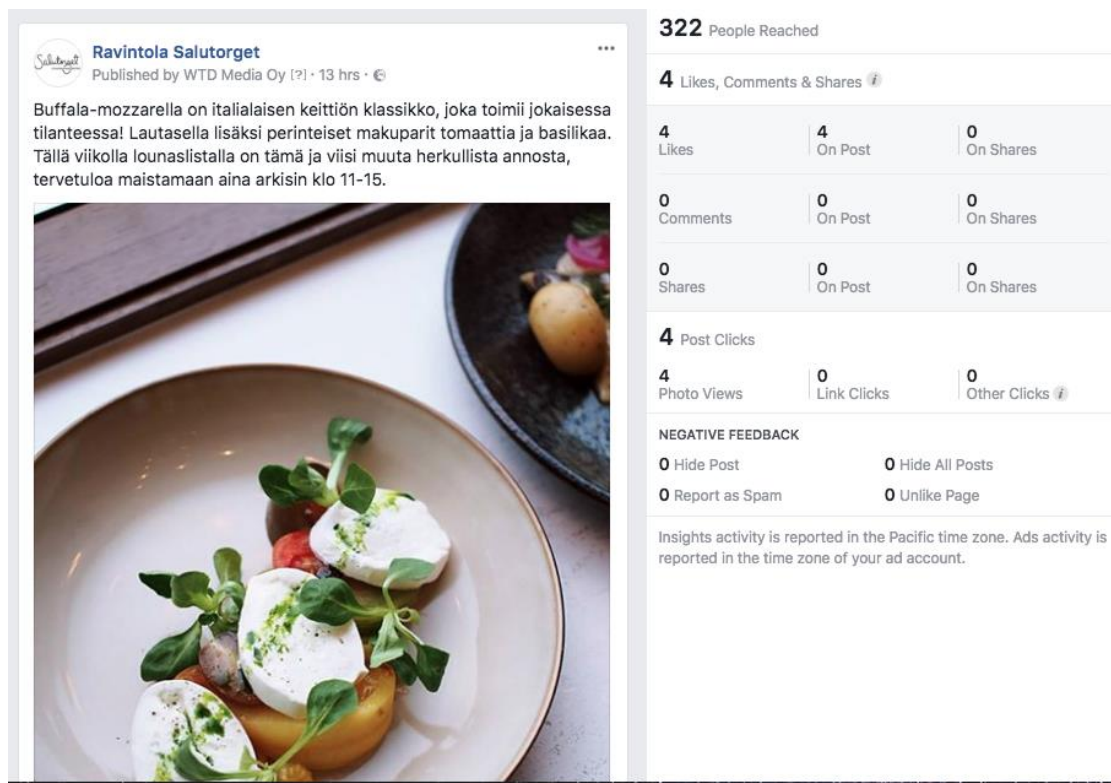


Figure 14. Insight of a post for Salutorget restaurant (Facebook.com)

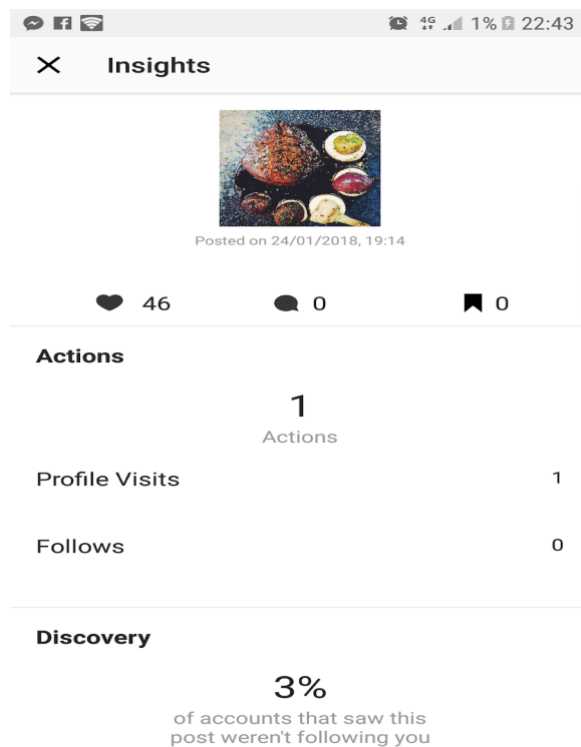


Figure 15. Insights on Instagram post for Nordalco (Instagram.com)

## **2.4 Most popular social media networks**

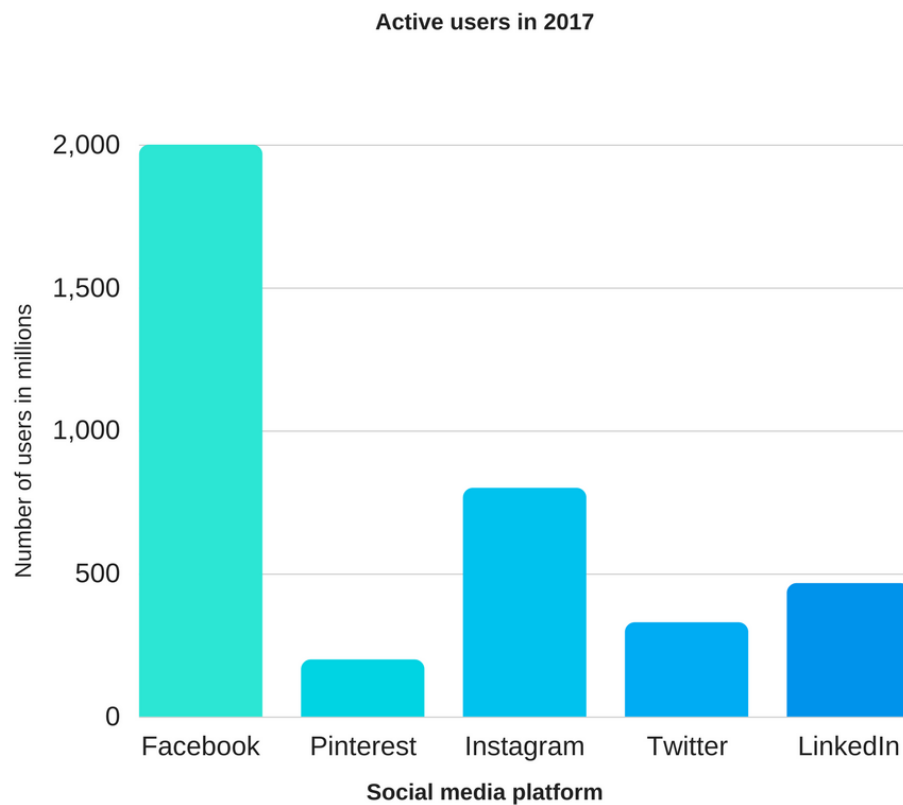
Social media has become a massive commercial platform where simply conversion and interaction doesn't do. Instead, social media is an "established channel for customer acquisition, remarketing and engaging existing fans/customers to support retention programs" (Gurd James, 2016).

Social media is, however, still in its early stages as a marketing channel compared to T.V, magazines and other traditional media. "It may be relatively immature compared to search and email marketing but it's a channel in which most ecommerce teams are ramping up investment (people and tools)" (Gurd James, 2016). Worth mentioning that studies have been conducted proving that "64% out of 3,000 people surveyed use social media to find inspiration for shopping" (Gurd James, 2016).

Active users are defined according to Facebook as "registered Facebook users who logged in and visited Facebook through our website or a mobile device" (Cohen David, 2015).

Facebook also takes into consideration those who "took an action to share content or activity with his or her Facebook friends via a third-party website or application" (Cohen David, 2015).

Popularity of each platform plays a major role for businesses to decide where to allocate time and money. Knowing the options to advertise is as important as knowing the number of active users each social media platform has.



Graph 1. Active users in popular social media platforms in 2017 (Rodolfo Rubio)

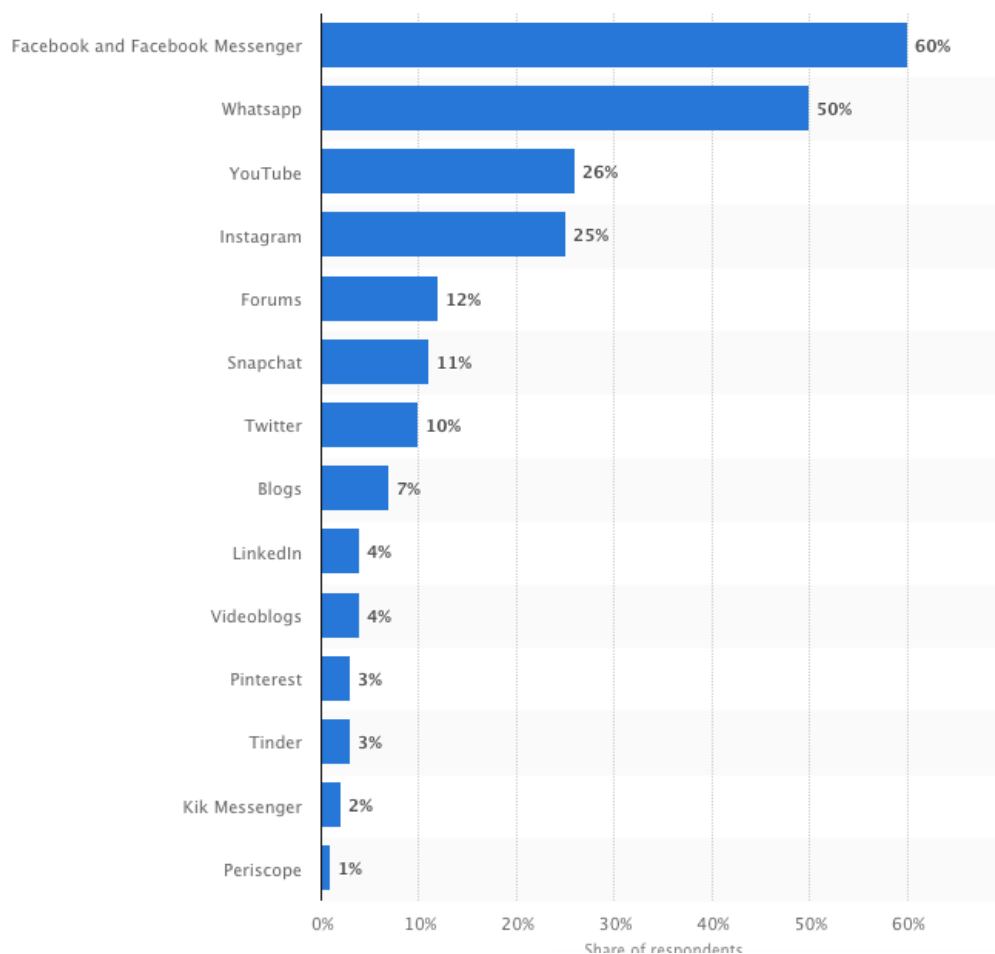
Graph 1 shows the number of active users the most popular social media platforms had for the year 2017. Understanding both the resources each platform offers and the potential audience is significant to exploit the commercial use of each. The information is gathered by Statista, a statistics portal where statistics from various topics are gathered.

Facebook being the most popular social media platform with two billion users (two thousand million) making it “the most popular social network in the world” (Statista, 2018). On the other hand, Pinterest came as the lowest with two hundred million active users. It is remarkable that Instagram came in as the second most used social media platform (amongst this four) as Instagram is owned by Facebook.

### 2.4.1 Social media usage in Finland

Finland is a highly connected country with the majority of its population having access to the internet. Finland is a highly developed country with an advanced technology. With the population having easy access to the digital world, marketers have taken their efforts into social media, SEO and other digital marketing forms to sell and increase brand awareness.

As it could be expected, the majority of active social media users are in Facebook. According to Graph2 below, 60% of social media users have an active account in Facebook.



Graph 2. Share of daily users of selected social media platforms in Finland in 2017  
(Statista.com)

Graph2 clearly shows the most popular social medias in the country. Interesting enough, WhatsApp and YouTube come after Facebook whereas Instagram is the fourth most popular social network (compared to the world average). This graph is also from Statista, the statistics portal.

Other social media networks do not appear as popular as in the world average, for instance Pinterest and LinkedIn are not widely used in Finland according to Graph2. The age group of the surveyed individuals is between 15-74 years old with 1,005 people answering the survey. Nevertheless, the results are considered to represent the rest of the population within this age group in Finland.

“According to an SME survey, conducted by a Finnish consultancy company, in 2010 over 90 percent of Finnish companies were using social media for business purposes” (Businessculture.org, 2017). The use of social media for businesses has grown each year to the point “companies are now building their images and strengthening their customer loyalty through the use of Facebook” (Businessculture.org, 2017). A remarkable 40% of Finnish population is in social media.

### **3 Hotel social media use in Finland**

Companies who are more focused in B2C sales are the ones becoming more dependent in social media. The hospitality industry particularly has slowly but surely started to rely in the power of social media and digital marketing in general. Hotels in Finland, with increased competition mostly in the capital and Lapland region, have bet on the use of social media channels to compete.

“Social media is transforming the way hotels communicate with guests” (Worldhotels.com, 2018) and is also evolving the way hotels brand themselves. In Finland, the use of social media for big chains (both local and foreign) is very much used. However, for small independent properties, social media is rarely used.

Porvoo, located just 50 km away from Helsinki, is considered a touristic town. Hotel Sparre is a small hotel located few meters from the Porvoo bus station. The hotel belongs to a small chain Avain Hotellit. The presence in social media for this property is basically non-existent. Consequently, Facebook has created a page where the hotel has no control whatsoever. Image wise, this weakens the property’s position in the hotel industry.



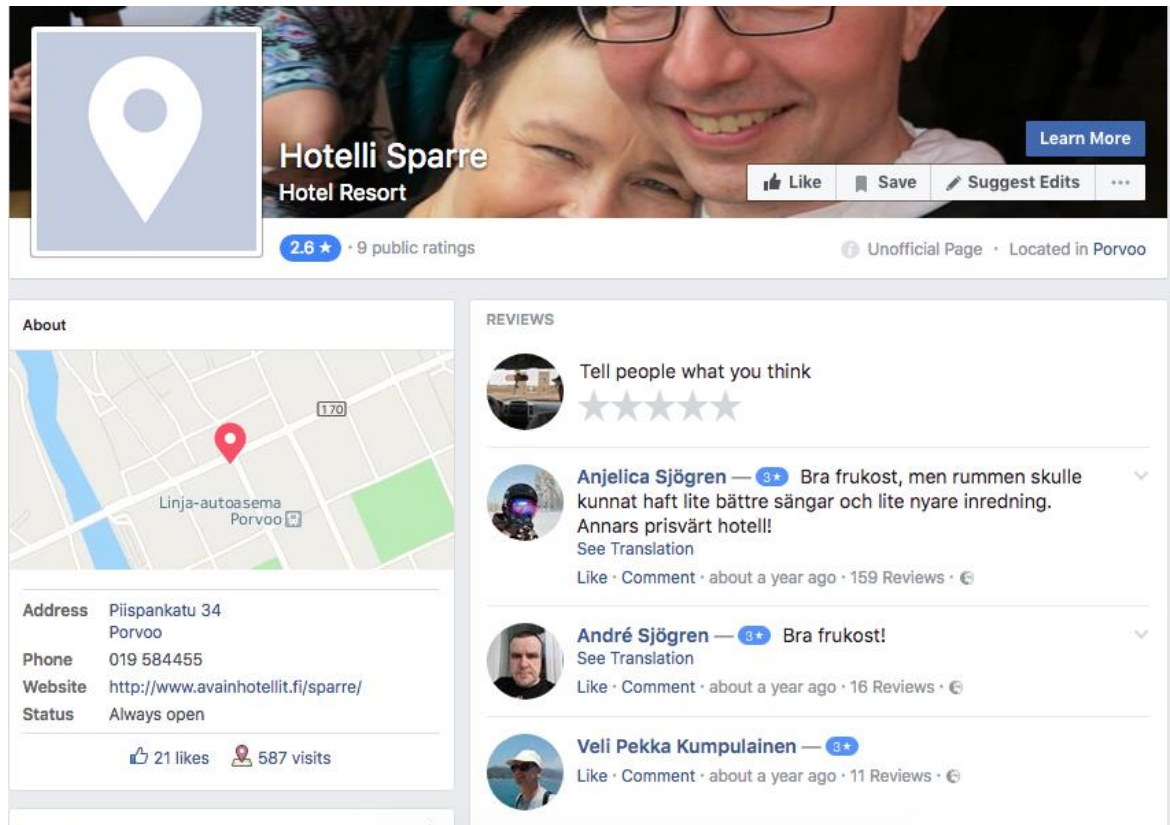


Figure 15. Hotel Sparre's Facebook page created by Facebook (Facebook.com)

As Hotel Sparre, there are several properties who are not in social media. However, big Finnish chains such as Lapland hotels has made an outstanding presence in Facebook and Instagram. With the opening of the new hotel in Bulevardi, Helsinki, Lapland hotels has used these two platforms to promote and create awareness of their new property. Figure15 shows an ad currently running in Facebook to encourage people to book with a 20% off for Oulu and Tampere properties.

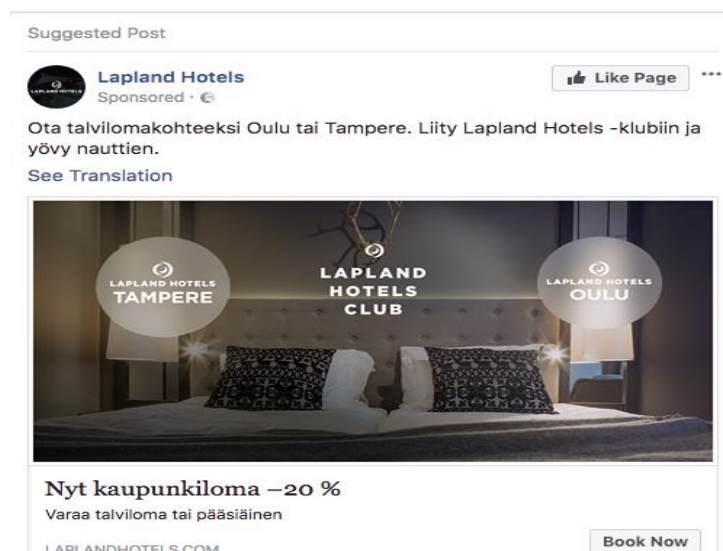


Figure 16. Lapland Hotels ad in Facebook (Screenshot from Facebook)

Additionally, the chain has made efforts and paired with highly popular influencers in social media. There was an Instagram takeover by @HelsinkiRestaurants to promote the hotels and its restaurants.



Figure 17. HelsinkiRestaurants invitation to Lapland Hotels (Instagram.com)

Big international chains are also putting their efforts into the social media world. Recently, Radisson Blu Plaza released a marketing video where the hotel manager introduces the hotel and the staff. Such was sponsored throughout Facebook and Instagram. As a matter of fact, videos are “25% more engaging” (Eisenhauer Tim, 2018) and around “75% of all traffic will be video in 2018” (Eisenhauer Tim, 2018).



Figure 18. Screenshot from Facebook for Radisson Blu Plaza Helsinki promotion (Facebook.com)

Figure 18 is a clear example of international chains in Finland making efforts in social media to engage the local audience. Video productions are significantly higher than pictures, however, they have a higher potential for engagement than pictures. Another remarkable thing about Radisson Blu Plaza's efforts is that they're trying to create a story and therefore show the human side to the firm.

## **4 Advantages and disadvantages of social media**

As the need to become social increases, businesses tend to lack knowledge on what, how and when to be social. Social media has plenty of advantages that could turn a low-scale business into a worldwide known brand. The power of social media is yet to be unleashed to its full potential for good and bad.

### **4.1 Advantages**

Social media on the one hand connects people from every corner in the world. The instant connection and the ability to share information and media with another person is indeed an advantage of its own. “About 90% of marketers claimed that social media generated immense exposure for their company” (Blue Fountain Media, 2016) which means brand awareness is now possible with little to no cost. Social media networks are a great gateway for syndicating content. People’s demographics, behaviors, needs and wants vary, therefore, diversifying into several social media networks and understand who is where could be of significant benefit.

SEO (Search Engine Optimization) is also boosted with the help of social media. “Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website” (Blue Fountain Media, 2016) and through the use of valuable and highly popular social media, a business page ranking may sky rocket.

Increased visibility means “business gains more opportunities for conversion” (Blue Fountain Media, 2016). Brands should seek humanization by being “interactive, sharing content, commenting and sharing statuses on social media” (Blue Fountain Media, 2016).

Table 2. Ten advantages on social media based (bluefountainmedia.com)

<b>Increased Brand Awareness</b>	It greatly exposes the brand and the business's visibility to existing and potential customers.
<b>More Inbound Traffic</b>	Higher volumes of potential customers coming to the business's website through tools such as 'keywords'.
<b>Improved Search Engine Rankings</b>	High quality content may increase a business's ranking in search engines such as Google and thus increase sales
<b>Higher Conversion Rates</b>	A business can, through higher visibility, increase conversion.
<b>Better Customer Satisfaction</b>	Engaging with customers and understanding them through constant communication improves the customer's overall satisfaction.
<b>Improved Brand Loyalty</b>	Millenials are the most loyal customers and are the biggest users of social media. Constant interaction with them will make them brand loyal.
<b>More Brand Authority</b>	Interaction makes a brand look more credible. Satisfied customers will spread the word and increase brand's authority.
<b>Cost Effective</b>	Relatively low cost with potential high return on investment. Creating a profile in most platforms is free of charge.
<b>Gain Marketplace Insights</b>	Directly talking to customers is a great advantage. Getting to ask needs and wants is a huge plus for social media.
<b>Thought Leadership</b>	Becoming an expert/leader in the field through social media content marketing.

## 4.2 Disadvantages

Social media definitely does not only bring benefits to businesses but also threats. The high level of instant communication represents a negative aspect if a firm is not doing well. In any case, a dissatisfied customer, whether right or wrong, can affect the image of a business with a review. Reviews are an important part of social media because it allows customers to share their experience with the rest.

Interestingly enough, "most customers tend to underestimate the effects of social proof on themselves" (CampaignLive, 2018) yet, customers will rely more on a page with reviews than one without. "In tests that I've run, bad or mediocre reviews actually led to higher conversion rates than showcasing no reviews at all" (CampaignLive, 2018) says Jerry Silfwer.

However, bad reviews are not the only negative aspects social media can have for businesses. As a matter of fact, the negative side of social media can destroy a brand completely, regardless of previous marketing efforts or the brands long history. It is important to know that a good Public Relation strategy can counteract the downside of social media.

Table 3. The negative side of social media extracted from (Revechat.com and WebpageFX.com)

Negative Feedback	Social media users can post whatever they want. Unhappy customers can complain through social media.
Potential For Embarrassment	Social media users can embarrass a company publicly.
Time Intensive	It takes a long time and effort to maintain social media active and interactive.
Return on invest is hard to measure	ROI is hard to measure unless a clear and well thought strategy exists.
Employees Represent the Brand	Employees behaviour in social media could be mistakenly linked to the firm's.
Less Control Of The Media	Posts, tweets and others can be shared in a negative way without the control of the business.
Mistakes Are Hard To Rectify	A mistake or bad move in social media requires significant effort to rectify.
High Content Competition	Creating content that stands out is highly time and money consuming due to new algorithms and high flow of content every day.

## 5 Employees and social media

Getting employees to use social media on behalf or for the company they work in can be extremely challenging. However, successful transnational business such as Starbucks have managed to encourage the use of social media in their employees. Starbucks case is not unique but can be used as a clear example that social media engagement and reach significantly increases when done by staff.

“A unique employee advocacy program actively encourages staff to share updates about the brand on their own social media accounts” (Holmes Ryan, 2015). When employees are genuinely motivated and constantly encouraged to advocated for the company’s social media, conversions become “seven times more frequent” (Holmes Ryan, 2015).

According to Ryan Holmes, CEO of Hootsuit, there are five key facts that are essential to social media advocacy by employees:

1. “Employees have to want to share updates” (Holmes Ryan, 2015) meaning the use of social media by employees should always be completely voluntary. “Having the right company culture” (Holmes Ryan, 2015) is important and employees need to be “engaged and enthusiastic” (Holmes Ryan, 2015) to get the word out.
2. The audience must be right in order to deliver a valuable message. “It’s important that employees have a social following that actually cares about the message” (Holmes Ryan, 2015). This means that the company should produce content that is relevant and can be shared by employees so understanding employees’ followers is of great importance.
3. Ryan Holmes emphasizes on knowing “when to share organically and when to prime the pump” (Holmes Ryan, 2015). Social media training should be implemented when a company seeks employee’s help in social media. Also, “it’s key to lay out guidelines for how employees should talk about their company on their accounts” (Holmes Ryan, 2015).
4. Sharing must be “extremely simple” (Holmes Ryan, 2015). Minimizing steps and making it a simple and straightforward procedure is essential.
5. Keep it real. Asking employees to share post should be done in a sparingly manner. “If employees’ followers are suddenly swamped with company messages, the brand’s credibility suffers, and people simply tune out” (Holmes Ryan, 2015). The best messages for employees to share are those entertaining or useful.

The hospitality industry, from small to big companies, has found a way to use social media. The main purpose of social media for most is of course customer service. On the other hand, “the best in business are going above and beyond in the customer service arena” (Van Grove Jennifer, 2010). Jade Bailey, E-strategy Development Manager for Wynn and Encore hotels, “makes sure that her team greets and caters to guests who check in there on Foursquare or tweet about being somewhere on the property” (Van Grove Jennifer, 2010).

Another great example of employees taking over in the hospitality sector is the Roger Smith Hotel in New York. “Social media has become immersed within the hotel’s unique culture” (Van Grove Jennifer, 2010). A “storytelling approach” has been adapted as the Roger Smith Hotel focuses “on art and people- and social media has become the way in which the hotel can share these stories” (Van Grove Jennifer, 2010).

Jennifer Van Grove argues that “social media is often siloed to an individual department” (Van Grove Jennifer, 2010). The issue she underlines is “employees with zero knowledge of their own company’s Twitter account or Facebook page” (Van Grove Jennifer, 2010). The manager of Hotel Roger Smith has “prioritized educating the hotel’s 100+ member staff” (Van Grove Jennifer, 2010). This has led to inspire a quarter of the staff to tweet and post about the company. In the hotel, the bartender has managed to gather his own followers on Twitter. He “tweets while working his shift and even offer to pick up a drink for the first few patrons who stop by” (Van Grove Jennifer, 2010).

## **6 Research**

An effective social media strategy requires research. Understanding social media is not enough if a company doesn’t understand the audience and what competitors are doing online. Most importantly, through research, companies can invest time and money in activities that are significant and profitable. In this thesis research, a competitors benchmarking approach was done to understand where Klaus K Hotel stands compared to the direct competitors (which were defined by the hotel manager, Tero Thynell). Additionally, a separate questionnaire was made for customers and employees to gather enough information for the social media strategy. The questionnaire had open-ended questions and was conducted online.



## **6.1 What is the competition doing?**

As Helsinki and Finland in general is becoming a more popular destination for tourists, more and more properties are being opened and/or renewed. A record breaking “3.5 million overnight stays in Helsinki” (Teivainen Aleks, 2016) was reported in 2015. More and more passengers are using Helsinki’s International Airport and the Port’s of Helsinki.

In a report, Helsinki Times reports on the “photography boom created by social media supporting tourism growth in Finnish Lapland” (Teivainen Aleks, 2017). Hence, why international chains and local entrepreneurs are investing more and more in the hotel industry.

### **6.1.2 Who are the competitors?**

Considered as one of the newest properties, Clarion hotels made its way into the Finnish market by opening two properties in 2016; Clarion hotel Helsinki and Clarion hotel Helsinki Airport. Nordic Choice Hotels, Clarion hotels mother company, marketed the properties in Finland as the “trendiest hotels in Helsinki”. The use of social media for Clarion’s opening was wide and unprecedented in Finnish hotel industry.

Another competitor who Klaus K Hotel considers as direct is the previously mentioned Lapland Hotels which has ventured into the capital region. Lapland hotels has become well-known because of its properties in the Finnish Lapland specially amongst Asian tourist. Moreover, Lapland Hotels new unit will be located in Bulevardi street, Helsinki.

Radisson Blu Seaside is a property located at the nearby Bulevardi street and close to the newly developed area, Jätkäsaari. The area is widely visited for the Port of Helsinki which welcomes cruises from St. Petersburg, Russia and Tallinn, Estonia. The market hall and several trendy restaurants are also part of the attractiveness that surrounds Radisson Blu Seaside.

Closed at the moment, Scandic Marski is on Helsinki’s busiest street and a few minutes walk to Klaus K Hotel. Hotel Scandic Marski is under renovation, however, it is a project which promises to become Helsinki’s hotspot for locals and foreigners once it’s open in the year 2019.

Last but not least, soon to open hotel St. George could potentially affect Klaus K Hotel's clientele. The property belongs to Kamp Collection Hotels (as Klaus K Hotel), however, it will be joining the SPG (Starwood's Preferred Guest Program) which could significantly affect guests' decision making. Opening in Bulevardi street, St. George Hotel is promising ultimate luxury in Helsinki.

The mentioned properties are considered by Klaus K Hotel Manager, Tero Thynell and by the author of this thesis, as the direct competitors. Factors such as target market and location have been considered to choose the direct competitors.

### 6.1.3 Where does the competition stand: Instagram

The direct competitors Instagram accounts are compared with Klaus K Hotel in Table 4.

Table 4. Competitors analysis in Instagram (Rodolfo Rubio)

	Instagram account	Number of followers	Total number of posts	Weekly posts	What's posted	Average post likes	Best Instagram profile
<b>Klaus K Hotel</b>	✓	1511	253	2 posts per week	HQ pictures, rarely videos	66.8	3
<b>Clarion Hotel Helsinki</b>	✓	3075	498	1 post per week	HQ pictures, videos	125.8	2
<b>Lapland Hotels</b>	✓	1949	133	-	HQ pictures, videos	200.4	1
<b>Radisson Blu Seaside</b>	✓	1288	428	1 post per week	HQ pictures, no videos	65.4 likes	4
<b>Scandic Marski</b>	X	-	-	-	-	-	6
<b>St. George Hotel</b>	✓	527	19	-	No pictures, only art, no videos	54.4	5

Table 4 shows the actual numbers for direct competitors Instagram accounts and Klaus K Hotel. The way the total weekly posts are calculated is by comparing the week of 12th to 18th of February 2018. The average posts likes were calculated by adding the last five posts total likes and dividing the grand total into five. The best Instagram profile was defined by comparing the average post likes and the overall appearance of the Instagram profile. Factors such as bio description, use of links and the quality of pictures were considered. The information is gathered by checking each Instagram page and making a brief analysis. The “average post likes” are calculated by adding the last three posts total likes and then dividing the result by three.

Based on Table 4, Klaus K’s position compared to its competitors is good, however, Lapland Hotels for example, is the best Instagram account. A factor that could affect this is the fact that Lapland is Finland’s most popular destination. Clarion’s high investment in social media since before the opening of their properties could be an explanation for Clarion’s good performance in Instagram. There is a slight correlation between the number of followers and the posts likes, however, in the case of Clarion and Lapland Hotels, there is a higher number of average posts likes for Lapland Hotels even if the number of followers is significantly less.

Scandic Marski is an isolated property without an Instagram account. The reason for this is that Scandic Marski is under renovation and therefore, there is no Instagram for the meantime. However, efforts should be considered for when the hotel opens up after renovation.

#### 6.1.4 Where does the competition stand: Facebook

The direct competitors Facebooks are compared in Table 5. Likealyzer is an online tool which rates Facebook pages and their performance.

Table 5. Facebook pages comparison (Rodolfo Rubio)

	Facebook page	Number of likes	LikeAlyzer comment	What's posted	Description of interactions
<b>Klaus K Hotel</b>	✓	5534	Alright, but room for improvement	Videos, links, events, promotions, pictures	Several answers to reviews, interactive audience
<b>Clarion Hotel Helsinki</b>	✓	8017	Alright, but room for improvement	Videos, links, events, pictures	No answers to reviews, interactive audience but no responses
<b>Lapland Hotels</b>	✓	626	Alright, but room for improvement	Rarely posts videos, pictures, no events	No reviews available yet, very interactive audience
<b>Radisson Blu Seaside</b>	✓	11168	Alright, but room for improvement	Constant and relevant posts, events, videos, pictures and promotions	Answers all reviews, highly interactive audience.
<b>Scandic Marski</b>	✓	1349	Alright, but room for improvement	No posts and no consistency	No answer to reviews
<b>St. George Hotel</b>	✓	10561	Alright, but room for improvement	Consistent but only links are shared	No answer to reviews

Clarion hotels used social media not just to reach out to potential customers but to recruit.

Figure 18 shows a video of Clarion's talent hunt in Helsinki which caused a great amount of interest and can be even classified as a "trending campaign".



Figure 18. Screenshot from Facebook on Clarion hotel Talent Hunt (Facebook.com)

## 6.2 Employees survey

According to Klaus K Hotel manager, employees are very well acquainted with the guests, their expectations, preferences, behavior and personality. A design hotel as such must have a great customer service and the key to this for Klaus K is knowing the guest even before they arrive.

A total of seven questions were made to ten Klaus K employees chosen randomly which includes front desk, administration and restaurant staff. The questions ranged from how Klaus K guests are like to each individual's own experience with social media.

For the first question, employees agree that the guests coming into the hotel are, in most cases, middle-aged (30-50 years old) professionals who seek adventure, enjoy cultures and are open-minded. These individuals are often tech savvy and very much into a healthy, clean lifestyle. Moreover, interest in design was agreed upon the employees who answered the questionnaire.

The second question is related to the social networks guests are often present in. Employees agreed that the vast majority of guests would be present in Facebook and Instagram. Other social networks were mentioned but with less frequency and an emphasis was made on the fact that they're not as relevant.

On the third query referred to the use of social media for Klaus K hotel. Employees seem to be aware that Klaus K hotel, even if the brand image is strong, social media can enhance it. Brand awareness and marketing were amongst the most frequent answers as well as increasing sales for Toscanini (Klaus K hotel's restaurant) and the hotel itself.

In the fourth question, employees were asked to describe Klaus K hotel as an individual. Interestingly, many answers referred to the sexual preference of Klaus K hotel. Answers such as “gay” and “bi-sexual” came up. Moreover, answers referred to Klaus K hotel as an open-minded professional, friendly individual with charisma, interest for design and eye for detail.

Content relevant to the guests is of great importance. Question five asked employees to come up with relevant topics to Klaus K hotel guests. Many mentioned fashion related content. Klaus K being a design hotel, fashion could easily be a topic the audience would be interested in. Many answers referred to destination information for example the hidden gems of Helsinki. Travel related content in general and gay related content were also part of the answers.

The time employees are willing to spend in social media is important as they would likely take care of it on a daily basis. The sixth question questioned how much time are employees willing to spend in social media for Klaus K hotel weekly. Most of the answers were two hours to three hours with only one answer being ten minutes and one being five hours. Amongst the answers it was mentioned that “social media is of second importance” (Klaus K Social Media Strategy Questionnaire, 2018) and therefore, time spent in it depends on the workload.

The last question inquired on the employee’s experience with social media. Most were acquainted with Facebook and Instagram. However, employees mention they use it for personal matters which means there is no experience for professional social media marketing.

### **6.3 Guests survey**

Existing guests can give a deeper understanding into potential guests’ behavior online. Also, the perception of existing guests can help Klaus K hotel define how guests think of the hotel. Five questions were made to five guests chosen randomly after their stay to gain a clearer understanding of who guests are (in general), what they like and how to catch their important attention. The guests targeted had recently stayed in the property (checked-out within a week). The reason why recent guests were interviewed is because the Klaus K Hotel was still active in their memory. A total of five guests were randomly chosen and therefore, no age, gender or demographic factor was taken into consideration.

The first question asked for the guest's perception of the hotel after the stay. Many answered the Finnish design and the people working were the most remarkable things in the hotel. Moreover, there was mention to the central location of the hotel and the cleanliness of the rooms. The ambiance was fun, vibrant and positive according to some responses.

As for question two, the social media networks where the guest is active in was questioned. Unsurprisingly, Facebook and Instagram were mentioned in all of the answers. Nevertheless, Pinterest and LinkedIn were also mentioned in some of the answers.

Question three regarded the interest of guests in social media. Many answered that food and travel were at the top of the list for their interests. One guest answered that he/she follows lifestyle bloggers and accounts/pages with a story in them. Another answered that he/she follows sport clubs and sportsmen which becomes irrelevant to Klaus K hotel.

Question four queried about sponsored advertising and the guests point of view in the frequency of it. All agreed that too much of sponsored posts could be counterproductive and that they would not be fond of it. However, some mentioned that they would not mind if the posts are relevant and interesting.

Lastly, question five asked about how to get the guest engaged. Most agreed that asking questions is one of the best ways to get engagement from them. Moreover, food posts and authenticity of the social media was mentioned. Guests do not want to follow an account without any human interaction.

## **7 Discussion and findings**

This is the final chapter of the thesis. The author summarizes the findings based on the competitor's analysis and the questions answered through a questionnaire by Klaus K hotel guests and employees. Moreover, in this chapter, the final product is introduced with a clear "Social Media Strategy for Klaus K hotel". A reflection on learning is also discussed.

Social media has become a powerful tool for businesses. It is the modern-day way to market for its low cost, accurate audience targeting, diversity in channels and flexibility in media to be displayed. All in all, social media has proven its great effectivity and its massive power for small, medium and big corporations.

Unfortunately, many businesses nowadays lack a real strategy and understanding of what social media is and all it can do for the benefit of the company. Big companies have taken the lead and become viral through the use of social media. Example of this is Starbucks. In the hospitality industry, however, hotels seem to be slowly but steadily taking care of social media. Independent properties seem to be the ones staying behind, however, bigger chains may also lack of time and money investment towards social media.

In Finland, chain hotels are definitely putting more financial and time resources towards the social media. Clarion hotels made a breakthrough in Finland when opening their properties in the airport and in Helsinki. Radisson Blu Plaza has made a remarkable video introducing the property. Lapland Hotels seems to be pairing up with highly influential accounts to market their hotels.

Facebook being the most popular social media network in the country presents a great opportunity to increase brand awareness and intensify marketing efforts. WhatsApp, YouTube and Instagram follow as the most popular social media networks in Finland. Baring in mind that Klaus K guests are most active in Facebook and Instagram, investing time and money in these two networks is the way to go.

Getting employees to engage and take part in a company's social media can be highly challenging, however, creating a unique advocacy program is a right path to take. Encouraging employees and motivating them to share and get involved with the firm's social media should be of great importance. On the other hand, making social media involvement feel more like an obligation rather than a fun activity could be counterproductive.

Guests, based on the questionnaire answered, seem to be active in social media. As every firm is competing for their attention, they're after relevant things to them. Their interests are clear and what's needed to engage with them is as simple as asking questions and showing that there's a human mind behind the social media accounts.



In conclusion, social media for the hospitality in Finland is still at an early stage, however, big chains are showing their interest and commitment to gain the audience's attention. Important to mention, Klaus K hotel brand is strong yet needs to be boosted for the younger generations, which are of course active in the online world. Klaus K hotel management should put resources into training the staff that is interest in taking part of social media for an effective strategy to work.

## **8 Social Media Strategy for Klaus K Hotel**

### **A six months plan for the use of social media in Klaus K Hotel, Helsinki, Finland**

#### **Goals for Klaus K Hotel social media:**

1. Increase number of followers monthly on Instagram and Facebook.
2. Create a strong social media presence and strengthen Klaus K Hotel brand.
3. Involve employees in social media and have the team create it based on guests preferences and the hotel's own goals.
4. Increase conversions through the use of social media channels.
5. Improve and maintain communication with Klaus K Hotel stakeholders such as guests and partners.

**FACEBOOK:** Important social media network to be used on a daily basis to communicate, promote, inform and interact with existing and potential customers. Main purpose will be to increase brand awareness and interaction. Facebook will also be used to encourage bookings. In Appendix 1, the front page of Klaus K Hotel's Facebook can be seen.

**INSTAGRAM:** Major network to promote Klaus K Hotel in a visual way. The Instagram page should be aligned with the property and guests style. The high amount of guest-made content can be found on Instagram and should be exploited. In Appendix 2, an example of the feed created by guests can be seen.

What should be done in each channel:

#### **INSTAGRAM:**

- ✓ Instagram should have HQ pictures and videos. Feed should have a single mood/ambience.
- ✓ Based on guests' survey, Klaus K Hotel should focus on fashion/design. Guests are highly interested in such topics; therefore, a fashion-oriented feed should be pursued.

✓ The use of filters should be limited to two. VSCO filters B1 (Black and White) and C1 (Colour).

✓ Use of "Live" and stories could generate engagement and interaction:

-followers get notifications such as "Klaus K was live 5 minutes ago".

-Live videos could show "day-to-day at Klaus K", "Klaus K recommends \*places in Helsinki\*", "views from Klaus K" etc.

✓ Post should be done on a daily basis. One post per day is enough to keep the Instagram account alive.

✓ Product posts/promotional should be limited according to the suggested schedule.

✓ Premises, customers, staff and partners/providers should be part of the Instagram.

✓ Some post should seek interaction: "Here in Finland, karelian pies are often enjoyed at breakfast. What do you often eat in your country to kick-start your day?"

✓ Exploit guests posts: Repost guests and reply to their tags

Appendix 3 shows an example of how Klaus K Hotel's Instagram profile should look like. Based on the guests' survey, the hotel should exploit Helsinki as a destination, all the fashionable interior of the hotel and the guests.

Moreover, a suggested schedule has been created and is shown in Appendix 4. This schedule is easy to follow, and it covers what guests have mentioned would like to see and also gives space for Klaus K Hotel to post promotions. It is a tool that can be easily used by anyone controlling the Instagram in Klaus K Hotel.

Hashtags suggested for the use of Klaus K Hotel: #KlausK #KlausKRecommends  
#VisitHelsinki #MyHelsinki #DesignHotel #YouAreHere #FinnishHotel  
#TrendyHospitality #HotelsOfTheWorld #Helsinki #FinnishDesign #HotelLife  
#UniqueHotels

## **FACEBOOK:**

✓ Link Instagram account with Facebook for quick "Share post"

✓ Create albums of the hotel's rooms, hotel's meeting rooms, restaurants and others.

✓ Promote/Boost posts to create brand awareness and increase number of followers (set budget with defined audience)

- ✓ Keep using "Events" and promote them.
- ✓ Make promotions to increase "shares", example: "Romance is not dead. Win a free stay for two at Helsinki's trendiest hotel by telling us who you'd bring to Klaus K on this Valentine's day? We'll randomly choose the winners"
- ✓ Encourage audience to "share posts" and share guests posts, media mentions etc.
- ✓ Put Klaus K's hotel link in all posts created in Facebook
- ✓ Create "Special Offers" tab

Many of the Facebook posts will come from Instagram directly. This will create a nice feed and Instagram and Facebook will have similar material. There are some differences when it comes to Facebook and therefore, a separate schedule is shown on Appendix 5.

## **WHAT ELSE?**

Promotions (examples):

- ✓ "Who would you spend a night with at Klaus K Hotel? Mention someone that would make your stay unforgettable for the chance to win one night in Klaus K SkyLofts."
- ✓ "Mention that unconditional being to get two free Mother's Day Brunch at Klaus K Hotel."

Other ideas:

- ✓ Paid publicity on Facebook/Instagram: What are we trying to achieve?  
More followers -> more people see our property/products and services
- ✓ Invite fashion/city bloggers to stay with audience similar to the hotel's- Instagram Take Overs
- ✓ Brand ambassador: Someone within the company or from outside? If this person appears in social media, the audience will pay attention.
- ✓ Use the team to tell a story. Example: "Larry, our night shift manager, is from the far away land of Argentina. He's extremely passionate about football, exotic foods and live comedy. If you spot Larry around KlausK don't be shy to say "Hi"."
- ✓ Be responsive. Greet every customer who checks-in Klaus K Hotel through Facebook. Answer good and bad reviews and search for those using Klaus K Hotel hashtags to answer and interact.
- ✓ Guests create a feed of their own. Use the media created by customers in your Instagram and Facebook profiles.

## Your **[Social Media]** Dream Team

A business social media done from within the company is unbeatable. Klaus K Hotel staff should handle the hotel's social media as a voluntary activity. Here's the recommendation to get your Social Media Dream Team:

- Narrow down those interested in taking part. This should be a voluntary activity for best results.
- Educate the staff on the importance of Klaus K Hotel's social media. Why is it relevant to them?
- Motivate those who are willing to take part.
- Train those taking part with social media courses.
- Encourage staff to share Klaus K Hotel's post.
- Make sure the entire work force in Klaus K Hotel knows about the social media accounts of the hotel.
- Invest in your Social Media Dream Team.
- Can social media be part of Klaus K Hotel's culture?
- Invest enough time in social media.

Discuss with your staff the company's goals. Are they **SMART**?

**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**ime bound

Give the volunteers their team roles in social media for three months and then rotate. Find an example in Appendix 6.

## **MEASURE:**

Page likes: Has there been a significant increase in six months?

- CPM: Cost Per Thousand Impressions. How much is Klaus K Hotel paying?
- Relevance score: Keep an eye on the relevance of each post.
- Social network mentions: "I saw your promotion on Facebook..."
- Bloggers should have a unique code to be used by customers directed from them. The purpose is to measure blogger's effectivity/conversion.
- Use "Ads Manager" to follow the performance of each paid post on Facebook and Instagram.
- Use Facebook's own "Facebook Insights" to know the audience, the best times to post, the location of the audience, the engagement and others.
- As an alternative tool, LikeAlyzer is a free tool that could be used. It is recommended to start with free, simple measuring tools for the first six months.

In the first six months, the following should be defined:

- Most responsive/relevant audience
- Best times to post
- Top five performing posts
- In which countries/cities are the most responsive audience at
- Adjust according to audiences' response.

## **9 Learning outcomes**

The thesis process has been an intense yet highly valuable learning experience. Finding the right commissioner with a strong brand who lacks a social media strategy in Helsinki was slightly hard. I chose Klaus K hotel as it's part of Design Hotels and Kamp Collection Hotels. Seeing how a property so well known in Helsinki and surroundings struggles with social media was eye-opening.

Social media is widely used but we often do not think of the greater uses, the advantages and disadvantages and the power social media has in a world that now lives online. The thesis taught me that big firms still struggle to see the importance of a good social media strategy and the high potential return on investment this has. Moreover, it made me question the fact

that employees are not entirely interested in going the extra mile for their workplace without any compensation.

I encountered challenges throughout the whole process. Getting the Klaus K hotel employees to answer the questionnaire was, surprisingly, much more of a challenge than getting guests to respond. Agreeing on a meeting with the Klaus K team also seemed a bit impossible at times.

A six months implementation of the plan has been strongly suggested as Klaus K Hotel needs to try the new strategy and measure within the period given if there are any significant results. A six months implementation would also highlight what needs to be adjusted and what has worked well so far.

It is important to outline the fact that employees and guests were chosen randomly. For the sake of the research, no specific person in the guests and employees were aimed. The reason why employees were not deliberately picked is because the research also aimed to find out employees' knowledge on social media and their interests. Every department, if possible, should be somehow acquainted with the firms' social networks. As for the guests, the hotel manager chose those who had checked-out within a week. The reason for this is because those guests had a fresh idea of the hotel and its concept.

After all, the main aim of the thesis was to come up with an easy to follow social media strategy for Klaus K hotel. A strategy that follows the academic knowledge gathered through the thesis process and the realistic capacity of Klaus K hotel employees to do it. The thesis has indeed been of great teachings for me.

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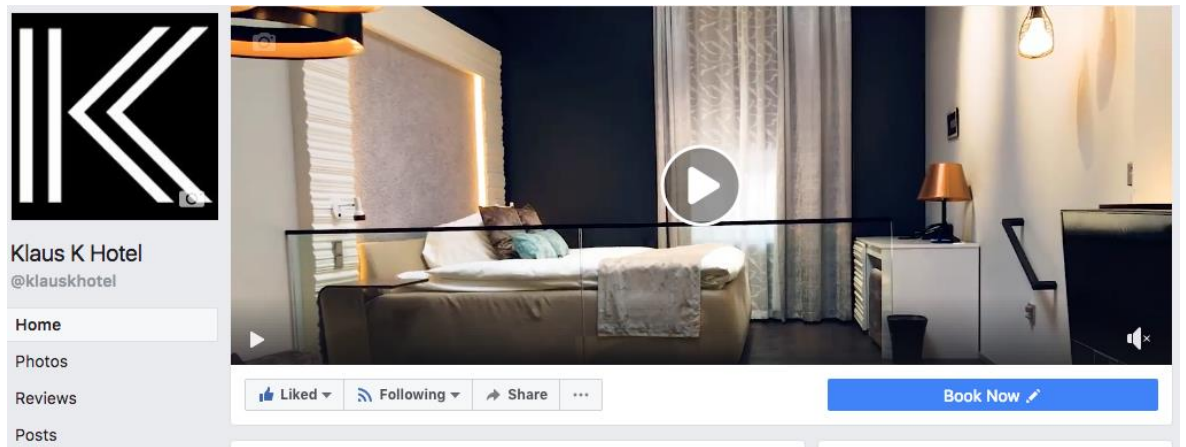
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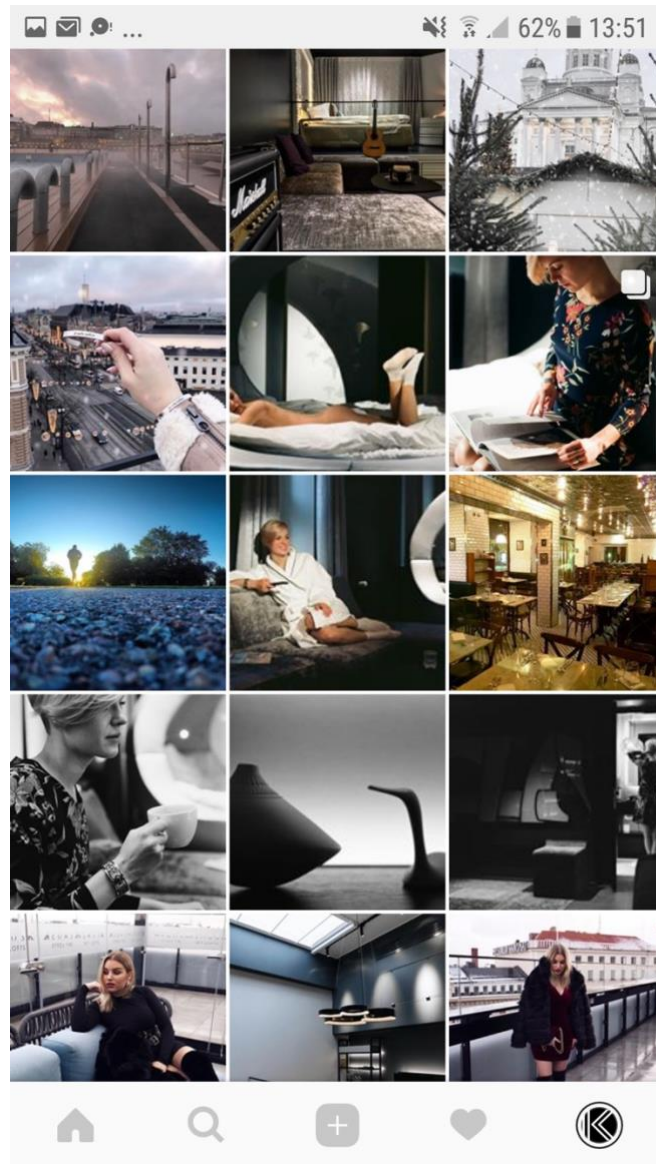
## 11 Appendixes



Appendix 1. Klaus K Hotel Facebook Page.



Appendix 2. Instagram feed created by Klaus K Hotel guests.



Appendix 3. Klaus K Hotel potential Instagram profile based on guests suggestions.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00-10:00							
10:00-11:00							
11:00-12:00							
12:00-13:00							
13:00-14:00							
14:00-15:00							
15:00-16:00							
16:00-17:00							
17:00-18:00							
18:00-19:00							
19:00-20:00							
20:00-21:00							
21:00-22:00							
Premises/Products							
Repost							
Life inside							
KlausK recommends							
Promotion*							

Appendix 4. Easy-to-follow Instagram schedule for Klaus K Hotel.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00-10:00							
10:00-11:00							
11:00-12:00							
12:00-13:00							
13:00-14:00							
14:00-15:00							
15:00-16:00							
16:00-17:00							
17:00-18:00							
18:00-19:00							
19:00-20:00							
20:00-21:00							
21:00-22:00							
Instagram share							
Event creation							
Album creation							
Promotion*							

Appendix 5. Easy-to-follow Facebook schedule for Klaus K Hotel.

Team member	Social media channel	Responsibilities	April-June, 2018	July-Sept , 2018
Lucy	Instagram	-Answer to hashtags/tags -Keep track of increase/decrease of followers weekly -Share in "Stories" -Keep track of each most responsive "Audience": Gender, Age range & Location	Lucy & Antonio work closely together.	
Jennifer	Facebook	-Creates events and keeps them posted -Makes promotions on Facebook (which are also shared on Instagram) -Keeps track of promotions and announces winners	Jennifer & Tero work closely together,	
Antonio	Instagram	-Takes pictures -Create posts using pictures/videos -Create the text for posts -Share in "Stories" -Share Instagram posts on Facebook (according to the schedule provided)		
Tero	Facebook	-Boosts posts/promotes (discuss with team and define which audience to boost post for) -Supervises overall performance of social media -Creates monthly report	Tero works closely with each team member.	

Appendix 6. Team responsibilities and rotation for Klaus K Hotel social media.